

REMARKS

Claims 1 - 23 are pending. Claims 1, 15, and 19 have been amended. No new matter has been added. Reexamination and reconsideration of the present application are respectfully requested.

The Examiner objected to several informalities on page 5 of the specification. Applicant has amended the specification to correct these informalities.

The Examiner rejected claims 1 – 13, 15, and 17 – 19 under 35 U.S.C. 102(e) as being anticipated by Wade et al. (US 2002/0165764). Wade et al. teaches a merchandizing system wherein consumers use computer terminals to view advertisements, play games, and purchase products over a computer network. The terminals are connected to a central computer system via a computer network. To access the computer network, a consumer must become a member and be issued a “smart card” encoded with personal information, such as identification and individual interests. When the consumer logs on to the terminal, the central computer system reads the smart card and presents product information according to the consumer’s interests.

The smart card is also used to store “play points” and “netstamps.” “Play points” are used as an incentive to view products. Members are awarded “play points” when they browse product pages. Play points are not directly redeemable for products. Instead, they are used to play games installed in a games database. When a consumer plays a game and wins a prize, a reward may be issued in the form of a credit called a “netstamp.” “Netstamps” can then be used towards the purchase products included in an online prize catalog.

The consumer can peruse products in the prize catalog at any time after logging onto the website. This is true regardless of how many netstamps the consumer has accumulated. If the consumer has not accumulated enough netstamps to purchase a product, the consumer may tag the product and the system will issue a notification when enough netstamps have been accumulated to order the product. The consumer can then either confirm or cancel the order. The consumer can therefore view the prize catalog, tag desired products, and then have the products delivered when sufficient netstamps have been accumulated.

Claim 1 as amended recites a game prize providing method comprising the step of providing the game device with location information specifying different information providing sites that provide prize information in response to different scores of the prescribed game via the network. Similarly, independent claim 15 as amended recites a management server which automatically provides the game device with different location information specifying the shop server in response to different scores of the prescribed game notified thereto from the game device. In both claims, different information is provided in response to different scores.

In Wade et al., the contents of the prize catalog do not depend on the number of netstamps accumulated by the user, and are therefore not provided in response to the user's score. Claims 1 and 15 differ from the system in Wade et al. because the prize catalog in Wade et al. is accessible to the consumer regardless of how many netstamps have been accumulated. If the consumer has not accumulated any netstamps, the consumer can still access the prize catalog and tag desired products. Thus, Wade et al. does not provide prize information in response to different scores of the prescribed

game via the network as recited by amended claim 1, because the same prize catalog is always available to the consumer regardless of how many netstamps have been accumulated. Thus, applicant respectfully submits that independent claims 1 and 15, as amended, distinguish over Wade et al.

The examiner rejected claims 14, 16, and 20-23 under 35 U.S.C. 103(a) as being unpatentable over Wade et al. (US 2002/0165764) in view of Tetsuya (Publication No. 10-151266 or Japanese Patent No. JP410151266A). Tetsuya provides Internet connection time based on application points, but does not provide specific sites or prize information. Thus, Tetsuya does not provide information providing sites that provide prize information in response to different scores of the prescribed game via the network, as recited in independent claim 1. For the same reason, Tetsuya also fails to disclose a management server which automatically provides the game device with different location information specifying the shop server in response to different scores of the prescribed game notified thereto from the game device, as recited in independent claim 15. Thus, applicant respectfully submits that independent claims 1 and 15, as amended, also distinguish over Tetsuya.

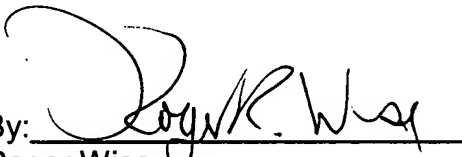
Claims 2 – 14 and 15 – 23 depend, directly or indirectly, on independent claims 1 and 15 respectively. For the reasons set forth above with respect to independent claims 1 and 15, applicant respectfully submits that claims 2 – 14 and 15 – 23 distinguish over Wade et al. and Tetsuya, alone or in combination.


Applicant believes that the foregoing remarks place the application in condition for allowance, and a favorable action is respectfully requested. If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call either of the undersigned attorneys at the Los Angeles telephone number (213) 488-7100 to discuss the steps necessary for placing the application in condition for allowance should the Examiner believe that such a telephone conference would advance prosecution of the application.

Respectfully submitted,

PILLSBURY WINTHROP LLP

Date: March 3, 2005

By: 
Roger Wise
Registration No. 31,204
Attorney for Applicant(s)

By: 
Ryan E. Hatch
Registration No. 55,252
Attorney for Applicant(s)

725 South Figueroa Street, Suite 2800
Los Angeles, CA 90017-5406
Telephone: (213) 488-7100
Facsimile: (213) 629-1033